



## MWR THEME OPERATIONS

September 2004

### Introduction:

In only two short months *E-News* has grown to over 300 readers. It appears the word is getting out about *E-News* and the timely information it provides our entire MWR Theme Operations family. We currently have 53 Theme Operations open, with seven more scheduled to open by the end of this year. Our goal is to ensure that *E-News* provides you valuable news worthy information of what's happening in MWR Theme Operations around the world.

As always, keep e-mailing us your thoughts and comments. We want to hear from all of you!

Roger Weger  
Chief, Food Services Division

### ArmyThemes.com:

In case you didn't know, the <http://www.armythemes.com> website contains a vast amount of information on the MWR Theme Operations program. Here you can find a list of the units that are open, descriptions of the different Theme Operations brands that are available, view the MWR Theme Operations video, read about the newest unit grand openings and more. Take a look! (POC: Lisa Holland, DSN 761-522, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).

### Theme Operations Marketing Tip:

Your **Take-away menu** is one of your best marketing tools. Make sure you always have plenty on hand. Your **Take-away menu** should include your location, telephone number and hours of operation. Also, include a description of your location such as, "On the corner of Warrior and Eagle Drive" or "Across the street from the Summit Sports Center."

Keep a supply available in your restaurant for your regular guests. Give them to your current guests to take back to their offices, homes, or organization meetings. If you're running short on **Take-away menus**, be sure to contact your Area Manager to order a new supply.

Be sure to include your **Take-away menu** in all Welcome Packets and all Army Lodging Rooms. Guests staying in Army Lodging are always a prime market for your restaurant. (POC: Lisa Holland, DSN 761-5212, e-mail: [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil)).



## NFL Sunday Ticket Rates:

Due to numerous objections from DoD MWR activities to the DirecTV flat fee proposal of \$1,900 per season for the NFL Sunday Ticket, a tiered 10% discount off the current commercial subscription rate has been offered and accepted. Activities with 200+ occupancy fire code had a better deal with the flat fee of \$1,900; however, DoD required a balanced scheme to ensure fairness to all activities. This change has been approved by all MWR Agencies for the 2004 NFL season.

## Upcoming Unit Grand Openings:

During the coming months, several more MWR Theme Operations are scheduled to open. Fort Leonard Wood, Missouri will open a Strike Zone snack bar in the Daugherty Bowling Center on September 1<sup>st</sup>. Then on September 21<sup>st</sup> and 23<sup>rd</sup> Taegu, Korea will open a Strike Zone snack bar in the Bowling Center, and a Reggie's Express in the Hilltop Community Club at Camp Walker. In November, Strike Zone will open in the newly renovated bowling center at Stuttgart, Germany and the renovated bowling center at Fort Knox, KY. Habanero, our newest "Fresh Mex" concept, will open in Mannheim in mid-October. (POC: Gloria Bailey-Davis, DSN 761-5207, email: [Gloria.Bailey-Davis@cfsc.army.mil](mailto:Gloria.Bailey-Davis@cfsc.army.mil))

## Unit News

### Fort Hood Marketing and Advertising:

Brenda Pierce, Account Executive for Fort Hood's Marketing and Advertising Department, had this to say about *E-News*, "*E-News* is a great source of information on upcoming CFSC promotions. As an Account Executive for Marketing and Advertising it gives me a quick update on what is up and coming in CAT C facilities and allows for more time to promote and plan. In addition, reading about the contests and promotions at other installations gives me ideas of what we can do here at Fort Hood to promote our facilities. I am looking forward to future editions of *E-News*."

### McCoy's Hosts NASCAR Night Promotion:

For the second year, Fort McCoy Community Club, McCoy's, hosted a NASCAR Night, promotion on August 9<sup>th</sup> featuring 28 NASCAR cars along with the Army's official "Army of One" car on display. Patrons turned out for a night of fun with driver autographs, tricycle races, timed tire-changing competition, dancing, and more. Budweiser was the major corporate sponsor and food and beverage specials were offered. It was a very successful night and John Miller, McCoy's Manager, is already planning next year's event.



### **“Grill Your Own Steak” Night:**

Another popular feature at McCoy’s is the “Grill Your Own Steak” option. Guests choose a rib eye, NY strip or tenderloin, cut to order and then grill the steak themselves on one of seven industrial-sized outdoor grills. The grills are provided by the Outdoor Recreation department. Besides steak, guests also enjoy salad bar, baked potato and more. McCoy’s offers “Grill your own Steak” night every week and it has become an extremely popular event.



### **Satellite Primo’s Express Opens at Menwith Hill Station**

A Primo’s Express module opened in the cafeteria of the Steeplebush II building at Menwith Hill Station, England to serve to the employees working in the building. Strike Zone was delivering pizzas to the Steeplebush building regularly, so it made sense to open a satellite pizza operation. The secure building is occupied 24/7 and Primo’s Express is currently operating Monday – Friday 1100 – 2030, offering 9” pizzas to guests. The new operation opened on July 19<sup>th</sup> and so far is averaging 50 lunch pizzas and 30 dinner pizzas daily. Congratulations to Ed Campbell, Kat Schuler, and Elaine Burnett for implementing this great idea.



Kat Schuler serves pizza

### **ServSafe Tip of the Month**

#### **How to Clean and Sanitize in a Three-Compartment Sink:**

- Rinse, scrape, or soak all items.
- Wash items in the first sink with hot water and detergent. Replace the water when the suds are gone or the water is dirty.
- Rinse items in the second sink. Replace the water when it becomes cloudy and dirty.
- Immerse items in the third sink. Check the time and temperature requirements for the sanitizer you are using and use a test kit to check concentration.
- Air dry all items.

## Customer Service Tip of the Month

### Have a Positive Attitude:

- Having a positive attitude means that each day you bring to the job a focus on taking care of the guest in a positive and upbeat manner. Your focus also must be positive when interacting with fellow team members. A team of positive and focused team members can accomplish anything together!
- The way you treat people and the expectations you hold for them will influence how well they perform. Treat people with dignity and hold high expectations for their success and they are likely to perform well.

### Feedback:

Got some serviceable NAF foodservice equipment that needs a home? Why not advertise it in *E-News* and turn it into cash for your installation.

Thank you for reading *E-News*. We would like to encourage all of you to provide us with feedback. If you have anything you would like to see in *E-News*, please e-mail your information to [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil).